

THE TIPS:

Direct Deposit Marketing Tips In-Lobby Events & General Promotion



- Have tellers promote Direct Deposit whenever a customer cashes or deposits a Federal check. Consider offering incentives to tellers who sign up customers to switch to Direct Deposit.
- Consider offering incentives to customers who sign up for Direct Deposit. For example, waive account fees or minimum balance requirements for customers who sign up for Direct Deposit during a special promotional time period.
- Display Direct Deposit materials such as brochures, teller window signs and posters in your lobby.
- Hold Direct Deposit sign-up fairs in your lobby when customers cash their Federal checks. Consider holding events on payment dates and sponsor special in-lobby events such as Senior Citizen's Day.
- Invite a representative from FMS, SSA or Federal Reserve Bank (FRB) to be available in your lobby to answer questions at the beginning of each month to encourage people to sign up for Direct Deposit.
- Invite customers who already use Direct Deposit to assist with in-lobby events.
- Distribute flyers about in-lobby events to grocery stores, senior community centers, faith-based organizations, libraries, etc.
- Hand out "I signed up for Direct Deposit" stickers and display Direct Deposit balloons at in-lobby events. Also hand out a Direct Deposit fact sheet describing its benefits to customers who are interested, but not quite ready to sign up.
- Develop advertisements for your local radio stations, television stations and community newspaper promoting your event within your community. (Use enclosed Direct Deposit logo)
- Provide your local newspaper with an article touting the benefits of Direct Deposit. (See enclosed article)
- Display Direct Deposit promotional messages on electronic message boards.

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- Participate in community education events at local senior centers, hospitals, shopping malls, etc., during National Direct Deposit/Direct Payment Week.
 - Use automated enrollment or Quick\$tart for Direct Deposit enrollments during promotional events.
 - Include promotional messages on account statements to encourage check recipients to make the switch to Direct Deposit. Include a Direct Deposit enrollment form to make sign-up quick and easy for your customers.
 - Mention Direct Deposit when you market other financial services, such as retirement planning tools or PC banking products, to consumers.
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